

Final Progress Report for PY2008 on Workforce Information Data Development and Dissemination Activities July 1, 2008 through June 30, 2009

It has historically been the case that a poor economy leads to a raised interest in labor market information. It is also the case that the LMCI workload expands in years when the Texas legislature is in session. This program year has followed that pattern in both cases. LMCI staff have been involved in many briefings, meetings and projects to both raise awareness of LMCI products, deliverables and capabilities and to address new areas of interest and concern raised by new Commissioners. Coupled with emerging philosophical changes in priority workforce services, precipitated both by the recession and a new administration in Washington DC, there has been considerable interest in a wide range of LMI products, presentations and related labor market information services.

The economic downturn has refocused most of the significant threats identified in our original PY2008 program plan. We experienced technology upheaval; including complete upgrades of our desktop environments to Microsoft Vista™ and Office 2007™, new multi-function print and communications devices, and the elimination of our former e-mail system and transfer of LMCI staff onto the TWC e-mail system. Addition effort went into ensuring compatibility of LMCI software applications with Microsoft Vista™, and the long-term transition of all TWC servers, including those at LMCI, into a consolidated data center operated by IBM under contract with the Texas Department of Information Resources (DIR). The server transition to the IBM data center has gone less well than expected and those complexities and delays have absorbed significant LMCI staff hours.

The largest interruption to our planned activities is an impending relocation of LMCI offices into the downtown TWC Annex building. The Annex space was completely torn down for asbestos abatement and reconstructed based on custom design plans developed jointly by TWC facilities staff and LMCI managers. The design and layout of the new office space, already a complex activity, was made trickier as LMCI moves from a facility with almost 25,000 square feet to one that is around 9,600 square feet. While the old office space was unnecessarily roomy, the new smaller space required us to be more efficient with our use of space – including the number of file cabinets, bookcases, work tables, etc.

With this upheaval providing some added context, the following sections describe staff accomplishments during PY2008.

Progress Report on Outcomes as Compared to Planned Deliverables

Texas has accomplished, or made significant progress, on all deliverables specified in the original program plan. There are three exceptions worthy of elaboration.

Texas did not produce statewide and regional short term projections for 2008-2010 during PY2008. The original RFP language to secure a contractor to generate those

projections was prepared in September 2008. It was subsequently withdrawn before being posted as the recession began to affect the Texas economy. LMCI staff believed that any short term projections that would be developed in the face of an extremely volatile and uncertain economic climate would be quickly inaccurate and potentially misleading. Thus, this project was postponed pending greater clarification as to the extent and depth of the looming recession.

In June 2009 an RFP was finally released and in August a contractor was selected to produce short term projections. The contract calls for the creation of annual short term industry projections for Texas statewide and for each LWDA region for the period 2009 through 2012, pegged to the 2008 QCEW employment benchmark. These projections will be developed by RDA Global, under the direction of Dr. Raymund Duch, and will be completed by the end of November 2009. This will satisfy contractual requirements for both PY2008 and PY2009.

The second exception is the revised version of our *Connecting the Dots II* monograph. During PY2007 LMCI staff completed 20 essays on various workforce planning topics—only 12 of which will be used in the final document. In some cases these essays represented relatively minor updates to chapters in the predecessor monograph. In other cases, the revised chapters contained significant new material. The planned final editing process scheduled to take place during PY2008 did not occur and will be pushed forward into PY2009. Taking priority over this work was the authorship of a Beyond the Numbers article on *Workplace Basics*. This article was completed, printed and distributed during PY2008. We expect to revisit the editing of the *Connecting the Dots II* publication for PY2009.

The third notable exception is our on-going work to publish a document once referred to as “megatrends” and now titled, *Think Globally, and Plan Regionally*. This is still a work in progress. With the departure of the original author, this project was put on hold. The work was reinvigorated with the addition of a new LMCI staff member, but it has since taken on a different tenor and format. The new monograph is more conversational in tone, with more information provided via direct stakeholder interviews. At present, there are roughly 20 chapters to be included in the four major sections with 15 of them in first final draft format. Completing this project and bringing it to market in PY2009 is a primary priority for our staff. The revised publication goal is December 2009.

A. Populate the Workforce Information Database

- *Load all 2016 projections data into WID for access by TRACER
- *Upgrade the Texas WID to version 2.4 and make all labor force data update links within TRACER2
- *Provide labor force, infoUSA and QCEW data files from WID to SRC for inclusion in the Sites On Texas application
- *Participate in the ARC workgroup, including the selection of the employer contacts vendor

Texas continued to maintain and upgrade the Workforce Information Database, and our delivery vehicle known as TRACER2, as required under the ETA grant during PY 2008-2009. All 2006-2016 projections were loaded into the WID for access by TRACER2. These files are available as Excel files for downloading in the section we call “The Future” and in the inquiry-based Data Link section of TRACER2.

Texas continued to serve as a permanent member of the ARC (Analyst Resource Center), thus insuring the interests of Texas are considered in the ongoing development of the data requirements of the WID. This membership placed LMCI staff in a participatory role in the release of the employer contacts database RFP, eventually awarded to infoUSA, and subsequent contract negotiations.

In the area of data and content loading and updating into TRACER2, during PY2008 all appropriate labor force, QCEW and infoUSA data files were uploaded. These data were subsequently made available to SRC, the contractor engaged by TWC to operate *Sites On Texas*.

B. Produce and Disseminate Industry and Occupational Projections

- *Publish 2006-2016 industry and occupational projections 9/2008
- *Actively participate in ETA Projections Managing Partnership (PMP) consortium
- *Contract for Short-term projections (issue RFP, execute contract)
- *Create Top 20 growth occupations to 2016 brochure 12/2008

During PY2008 Texas produced a complete set of 2006-2016 industry and occupational projections for statewide Texas and all 28 local workforce board regions. Those projections files were transmitted to ETA and the projections workgroup for general availability. Development of Texas short term industry projections were delayed until the summer 2009, as discussed in the introduction to this report.

LMCI has an extensive array of Internet applications that use the long term projections, including our newly released career information system Texas CARES Online (www.texascaresonline.com). Each update cycle requires a significant commitment to supplant existing data with the new projections. That process was completed. We created a six panel brochure that shows top 20 lists of occupations that meet various growth scenarios, e.g. highest paid, fastest growing etc. Staff have also completed the first final draft of a narrative discussion of the projections. Work has begun in earnest on our 2008-2018 projections.

Texas continued to actively participate in the PMP workgroup, especially in the area of staff training and providing technical assistance to new projections staffers in other states.

C. Publish an annual economic analysis report for the Governor and the SWIB

- *Update and Enhance SOCRATES for use in TWC strategic workforce targeting
- *Perform IRS migration file analysis and integrate into County Narrative Profiles 10/1/08
- *Write narrative analysis of Texas Employment Outlook 2006-2016 (monograph)
- *Begin rewrite of *Think Globally, Plan Regionally* chapters in new style. All Technology section chapters completed during the program year.

The Texas Workforce Commission (TWC) is the single best source for all data relating to employment and similar labor market analyses. Reports from our various online tools, data sets and narrative analyses permeate almost every study of the Texas labor market. TWC produces many reports on the state of various aspects of the Texas economy. Many state offices also contribute to the analysis of the Texas economy, most notably the state Comptroller of Public Accounts and the Texas Governor's Office.

The Texas Workforce Commission, and specifically LMCI, has historically endeavored not to produce competing or duplicative analyses to these sources. However, under new Commission leadership, there is a push to provide more in-depth analysis and comprehensive discussion of trends in the Texas economy. Such analysis will begin in earnest in PY2009.

For a narrative economic overview of the Texas economy see the website of the Texas Governor's Office at:

<http://www.texaswideopenforbusiness.com/assets/documents/Texas-Economic-Overview.pdf>

For a statistical overview of the Texas economy see the website of the Texas Comptroller's Office at: <http://www.texasahead.org/economy/outlook.html>

LMCI does play a significant role in providing useful regional information that forms the basis of workforce, economic development and labor market planning for regional intermediaries. Most of these data are made available electronically to facilitate more interactive, regionally customized labor market analysis that often must transcend traditional politically-designated regions. Two exceptions are the *Think Globally, Plan Regionally* publication still in development, and the narrative discussion of the 2016 projections, also still officially unpublished.

Another significant activity involved SOCRATES, the Texas regional targeting software package. SOCRATES received a considerable upgrade and update in PY2008 to align with new labor market planning guidelines published by the Workforce Division of the TWC. The details of those upgrades are provided in the section on stakeholder collaboration. However, one byproduct of this renewed collaboration are lists of targeted industries and occupations for each workforce board area, along with brief narrative explanations as to why each industry and occupation was selected for targeting as a classroom training priority. These lists are available in SOCRATES at:

<http://socrates.cdr.state.tx.us/iSocrates/Files/GIPWE.asp>

An additional list of statewide priority occupations was also developed to prioritize and facilitate education and training initiatives. This list can be located at:

<http://www.texascaresonline.com/top25/top25.asp?which=GT>

Lastly, Texas has a very comprehensive program that produces single county, multi-county and LWDA narrative reports on the fly. This online, interactive program is called County Narrative Profiles. Each of these 12-14 page county narrative reports provides an

in-depth analysis of the geographic, topographic, demographic, economic, income, and education features of the region in question. The CNP narratives were continuously updated during PY2008. These reports can be found in SOCRATES at:

<http://socrates.cdr.state.tx.us/CNP/index.asp>

D. Post products, information and reports on the Internet

- *Perform data updates and programmatic changes to SWAP
- *Create occupational training pipeline report (S/D Report) 3/24/09
- *Create CIP graduation time series report 3/13/09
- *Create 4 digit shift-share analysis tool in SWAP 12/1/08
- *Eliminate SVG Viewer from SWAP mapping functions and replace with custom code 12/15/08
- *Begin programming occupation-direct module in SWAP to start DWA and Training Program analysis with an occupation instead of a cluster or industry
- *Update and upgrade OCCS Digital Video Show software, including design of artwork and leaflet and creation of CD master
- *Release Texas CARES CD V.8 for Windows, including design of artwork & leaflet and creation of CD master 3/17/09
- *Release www.texascaresonline.com to the general public 7/1/2009
- *Execute phase II of "Weak Link" DWA contract with SkillsNet
- *Update Texas Wage Information Network (WIN) to new version of PHP
- *Roll-out new version of Texas WIN w/ 2008 wage data 5/25/09
- *Issue phase I "Weak Link" DWA validation RFP
- *Complete phase I of Weak Link DWA validation for 200 occupations
- *Begin programming of person-based DWA Profiler for skills transferability
- *Add "Map Employers" feature to Employer Contacts modules in SOCRATES and Texas Industry Profiles 9/20/2008

While this category is a separate deliverable in the ETA statement of work, for Texas this requirement extends to every aspect of our operations. We do not develop a new data set or product that is not, at least in tandem, made available on the Internet. The vast majority of the products produced in collaboration with our economic development and education stakeholders similarly involve web-based solutions.

The major focus of new software development for PY2007 was in the *Strategic Workforce Assessment Program (SWAP)* www.texasindustryprofiles.com/apps/swap and *Texas CARES Online* www.texascaresonline.com. SWAP was completed and placed in production in PY2007, but underwent significant changes during PY2008. Texas CARES Online at www.texascaresonline.com was introduced into production on July 1, 2009. Since that time, there have been more additions and changes. A description of detailed projects directly related to Texas CARES Online is presented in the next section that covers partnership initiatives.

There were a number of data updates and programmatic changes made to SWAP during PY2008. There were also several major data development activities, especially relating to O*NET detailed work activities, that occurred during PY2008. Specific modifications to SWAP made during the program year include:

1. Update industry employment time series data through 2008 and a variety of occupational characteristics variables including the 2016 projections and 2008 wage data.
2. Create a 4 digit shift-share module within the User Defined feature of SWAP. This allows the user to perform a quick shift-share analysis and then select industries with a strong likelihood for job opening potential and include them in a SWAP analysis.
3. Eliminate the need for the SVG Viewer from Adobe to conduct geographic selections. The SVG Viewer is being discontinued by Adobe and our new TWC IT host does not support the use of this tool. New code was written to achieve the same results.
4. Add a new formal training supply report referred to as the Occupational Training Pipeline or Supply/Demand Report. This report shows each separate occupation identified as critical during a SWAP analysis and displays the projected average annual job openings and the various CIP training programs connected to the occupation. Three years of graduation time series is provided for each directly or closely related CIP program.
5. Begin programming of an “occupation direct” module in SWAP to access DWA Profile and Occupational Training Pipeline reports starting with one, or a group of occupations, rather than an industry or cluster. We expect to have a working prototype in time to present at the TWC Statewide workforce conference in early December 2009.
6. Begin programming a jobseeker-based DWA Profiler program. This software allows an individual to build their own DWA profile based on current or past occupational experience, formal education or avocational pursuits and compares that profile to the entire labor market or various occupational subgroups, such as a Board’s targeted occupations list. We do not expect to have an operational prototype until spring 2010.

Our DWA validation project began in earnest during PY2008. An RFP was issued and a private contractor, SkillsNet, was selected. During the course of the program year, SkillsNet validated DWA statements for 200 SOC-based occupations. Prior to the validation exercise, SkillsNet revisited the entire DWA library and rewrote hundreds of statements to address issues of double-barreled phrasing, vague phrasing and poor grammar, outdated references and incomplete definitions. During the course of the validation project, SkillsNet engaged 642 subject matter experts from private employers who recommended 210 deletions of existing DWAs, 276 additions and 454 modifications. (Weak Link Phase I project final report is available upon request.)

Phase I was completed during the program year and phase II, covering an additional 300 occupations, was set in motion during the summer 2009. We expect phase II validation to be completed by December 2009 and start on phase III, which will complete the validation project in late spring 2010.

In addition to SWAP and Texas CARES Online, LMCI achieved several other product automation objectives. The windows/CD ROM version 8.0 of Texas CARES was

released in March 2009. There is still a substantial market for CD ROM based software, especially in those institutions, including schools and prisons, which either do not or prefer not to allow unfettered Internet access. All data files were updated, some minor program modifications were made, including upgrading to O*NET v. 13, and artwork and leaflet layout were all accomplished.

An updated version of the OCCS Digital Career Video Show was released. All occupational data files were updated; some program characteristics were upgraded to perform smoother with Vista™.

A new version of the Texas Wage Information Network (www.texaswages.com) was completed and rolled into production. This required staff to adopt the new software application from North Carolina developed in an upgraded version of PHP and then adapt it to the Texas server environment. This program was subsequently updated with 2008 occupational wage data.

We collect a variety of web metrics on all LMCI web based applications including information on user hits, sessions and page views as well as web demographics and additional information on which applications or functionalities users actually engage most frequently. Counts of information disseminated, numbers of inquiries addressed and type of inquiry help determine user interest and guide product development efforts. This applies to our toll-free career information Hotline as well, where we received roughly 10,600 student calls and 1,550 requests from teachers and counselors for our Counselor Packet which contains single copies of each of our career oriented publications.

Uniform web metrics for all LMCI applications started in May 2006. Prior to this date we had an assortment of use metrics but they were not consistent. The table below offers some use metrics for eight of our applications.

Customer Use Metrics July 1, 2008 thru June 30, 2009				
Application	Sessions	Sessions per work day	Page Views	Page Views per work day
Texas CARES Online (July 1-Oct 1)	10,499	113	286,831	3,084
LMCI Home Page	62,822	172	952,541	2,610
Industry Profiles	114,198	313	421,279	1,154
Reality Check	273,787	750	5,815,458	15,932
TRACER	1,541,671	4,224	4,864,833	13,328
Texas Wages	28,145	77	31,567	87
iOSCAR	200,933	551	3,025,689	8,289
Texas Work Prep	16,212	44	43,011	118
Total All w/o TWP	2,232,055	8,857	15,398,198	61,103

The web metrics show increases in total volume and per day volume from the prior year for Texas Industry Profiles, the LMCI web page, iOSCAR, Reality Check and

TRACER2. Slight declines were seen in Texas WIN; however, we have had technical difficulties melding the Urchin web metrics tool and the Texas WIN given issues with PHP. Thus, we are not certain WIN web metrics are accurate. We are not able to report web activity from the AutoCoder application because of technical glitches. Even if that were possible, the application is not widely promoted so any metrics would be misleading relative to the interest of the tool among those who have discovered it.

The largest usage jumps occurred in TRACER2 and the Reality Check applications, the former used almost exclusively by job seekers –many linking from Work In Texas – and the latter almost exclusively used by students. With the introduction of Texas CARES Online we expect a significant jump in user activity during this school year. Thus far we have yet to formally market the Texas CARES Online program among the student population. With over a hundred different reports spread across these various applications, LMCI does not track access to each report generated by users across the various systems nor do we aggregate that information for administrative reporting purposes.

E. Partner and consult on a continuing basis with workforce investment boards and key development partners and stakeholders

- *Revise and Update the SOCRATES targeting system
- *Create SOCRATES Q & A based Industry Evaluation module 12/1/08
- *Rewrite and Update SOCRATES Final Narrative Report template
- *Create Top 40 Governors clusters occupations list for Statewide targeting requirement
- *Conduct Workforce Planning Guidelines Training on occupational targeting 3/12/09
- *Create Top 20 occupational lists for Texas CARES Online 2/09, including STEM occupations, high demand-high skill occupations
- *Participate in NSF O*NET Review Committee 4/09
- *Write TEA contract for Perkins CTE support activities including creation of an online Career Orientation Training program, a revision of Reality Check, the continued operation of a toll-free career hotline, and the development of a crosswalk between CTE TEKS and Texas DWAs 2/2009
- *Create CIP-SOC Online Validation Tool for higher education program review 2/8/09
- *Draft language for two RFPs for Higher Education Coordinating Board, one for CIP-SOC validation and another for the integration of DWAs into the WECM
- *Complete and publish Career Investigations MS tabloid
- *Complete and publish Career Investigations E-zine on LMCI website (summer 2008)
- *Complete and publish Career Success E-zine on LMCI website (summer 2008)
- *Complete and publish Career Success HS tabloid
- *Purchase Sales Volume 2008 data from Global Insights and integrate into LMCI time series
- *Purchase Conference Board HWOL and Wanted Analytics tool 9/8/2009
- *Conduct 75 trainings, seminars and keynote speeches on various topics (see attached list of presentations)

*Generate four quarterly QCEW hardcopy reports and digital equivalents that were integrated into TRACER2

*Generate 12 monthly newsletters detailing labor force, payroll employment and other state and regional labor market information

*Answer 1,634 customer inquiries by phone and via the Internet

The leadership of LMCI firmly believes that describing the dynamics of the new economy cannot be done by exclusively using employment data from BLS programs; most of which were developed decades earlier when the economy was much more oriented towards goods-producing industries. While these employment and wages data are important, there are other data and new vendors offering exciting perspectives on the direction and composition of economic activity.

One of the most promising new data series is the Help Wanted Online (HWOL) series being offered through the Conference Board, in connection with Wanted Technologies. During PY2008 Texas made significant time investments in exploring possibilities and applications of the Conference Board's Help Wanted Advertising On-Line (HWOL). Texas has purchased five seat licenses for the Wanted Analytics with unlimited publication uses. It is our objective to routinely create state and regional lists of high demand occupations based on HWOL job postings. During PY2009 we will also collaborate with the TWC Public Information Office to create a monthly news release that highlights state HWOL data and present it as a leading macro-economic indicator.

LMCI renewed our subscription to the EMSI *Strategic Advantage* software package in coordination with the Texas Comptroller's Office. The EMSI data product offers features for doing small area economic forecasting without data suppression and estimating indirect and induced multiplier effects of plant relocations or expansions that have proven quite useful. It also gives us detailed, small area, short term projections that prove very useful for addressing requests from regional economic development customers.

We also purchased another year of Global Insights industry sales data. This gives us a six year time series (2003-2008) of county-level, four digit NAICS industry sales data. In PY2009 we will begin to integrate the sales data into SWAP, starting as a variable in the new SWAP Indeval model.

In our last program plan, TWC leadership believed that a continued investment in Sites On Texas was a worthy investment for DOL/ETA LMI funding. That relationship continued during PY2008, mostly with LMCI staff providing BLS data sets for the SRC contractor to integrate into the software package. LMCI staff also provided employer contact information to SRC under a three-way agreement with infoUSA.

LMCI data dissemination staff continued to field technical assistance requests both over the phone and through the Internet. Staff responded individually to over 1,634 customer inquiries for LMI during PY2008 and fielded another 278 technical assistance requests through User Support e-mails in Texas Industry Profiles.

As in previous years, LMCI produced four Quarterly Census of Employment and Wages (QCEW) publications for the 3rd and 4th quarters 2008 and the 1st and 2nd quarters of 2009.

LMCI produced twelve (12) Texas Labor Market Review monthly newsletters for July 2008 thru June 2009. Each edition was published electronically on TRACER2.

LMCI staff provided seventy-five (75) external training workshops and presentations in a variety of subject areas including the state of the Texas economy, use of LMCI automation tools, LMI for regional planning, Connecting Education and the Economy, and Career Orientation Training (COT) (see attached list of trainings). The Deputy Director participated in the National Science Foundation critical review of the O*NET content model, served as a member of the steering committee for the Local Employment Dynamics (LED) program and on the ETA WIN-WIN initiative. The Director served as a member of the Workforce Information Council (WIC).

In addition to our coordination work with BLS programs and external economic development, LMCI staff continued to work closely with the Texas Education Agency (TEA) and the Texas Higher Education Coordinating Board (THECB) on a variety of projects. Among the most significant coordination activities were:

- a. Write TEA contract for Perkins CTE support activities including creation of an online Career Orientation Training program, a revision of Reality Check, the continued operation of a toll-free career hotline, and the development of a crosswalk between CTE TEKS and Texas DWAs. This contract was funded at \$500,000 and will be in effect from September 1, 2009 through August 30, 2010.
- b. Participate as a member in the Career and Technical Education (CTE) Review Panel which is responsible for providing input and guidance in the rewrite of CTE curricula and Texas Essential Knowledge and Skills (TEKS) statements.
- c. Drafted grant language to fund a project to validate the relationship between academic programs (CIP) and SOC-based occupations. Drafted grant language to integrate the DWA library into the Workforce Education Course Manual to assist colleges in devising curriculum related to employer needs.
- d. Create CIP-SOC Online Validation Tool for higher education program review. This software application will facilitate the formal review process of higher education faculty and deans to determine the degree of relationship between academic programs and the labor market. The online tool can be used by any contractor to collect and catalog practitioner input.

In PY2008 the Workforce Division of the TWC undertook a significant reevaluation of their targeted industries and occupations methodology and Board submission requirements. They invited LMCI staff to serve as active consultants to this process, both in terms of brainstorming sessions, formal training and software development and modification. This reevaluation process involved considerable LMCI staff time and energy and resulted in more extensive use of LMCI software tools. It also yielded greater accountability and more thorough documentation by Board staff of the regional labor market targeting process.

Specifically, LMCI staff performed the following project activities:

1. Actively participate in the conceptualization and drafting of new Board planning guidelines, including submission requirements for targeted occupations.
2. Revised and updated the SOCRATES labor market targeting software. All data files were updated, cluster and industry sector-specific features were created within the SOCRATES system. Administrative features were built to allow TWC staff to review final targeted occupations narrative reports. The SOCRATES Final Narrative Report template was rewritten and updated. Created a new Q&A based Industry Evaluation Model (Indeval) to simplify the identification of targeted industries.
3. Conducted two training sessions for LWDA staff on the new planning guidelines and the use of SOCRATES and other LMCI products to meet new planning guideline requirements.
4. Conducted Board plan review as part of the TWC strategic planning process. LMCI staff conducted an extensive review and comment of the targeted industry and occupations sections all 28 local Board plans.
5. Created a Top 40 list of occupations critical to the Governors industry clusters. That list that was established as a Statewide Priority Occupations list. Also developed lists of STEM occupations and high skill-high demand occupations used for a variety of purposes, including their use in Texas CARES Online.

F. Conduct special studies and economic analyses

- *Perform Rural Workforce Network labor market analysis, including data collection, creation of Target Industry and Occupations lists and DWA Gap Analysis report
- *Write and publish Workplace Basics BYN monograph 1/09
- *Write 2007 ASALFS Education and Workforce Follow-up reports
- *Post 2006 ASALFS follow-up reports to Website 10/1/08
- *Create LWDA focused follow-up report (Alamo region) 12/2008
- *Rewrite Connecting the Dots II monograph
- *Publish Directory of licensed Occupations 1/20/2009
- *Revise *Starting the Conversation* publication 2/12/2009

LMCI staff participate in special studies every day; even though we may not be the principal investigators of those studies. Such analyses in which LMCI personnel participate include the review of pending legislation to note issues relating to data availability or interpretation or fiscal impact.

Under Texas SB 281, LMCI is responsible for identifying labor market outcomes for the workforce and education system. This analysis includes both snapshot and longitudinal reports. For PY2008, staff completed the annual Automated Follow-up reports for PY2006-07 education and workforce program exiting cohort. All reports for the PY2006 and PY2007 workforce program exiters were displayed on the LMCI web page. Follow-up staff also developed a LWDB cross-program outcomes reports for the Alamo LWDA that includes associations between the targeted occupations process and labor market outcomes. That report includes our first effort to compare employment and earnings

outcomes of workforce participants with new hire data from the Local Employment Dynamics (LED) data set.

A considerable amount of time was expended in the study and understanding of ‘green jobs’. That research culminated in a DOL proposal submitted during the summer 2009. Other substantive research came in the area of workplace basics a.k.a. workplace fundamentals. During PY2008 we published an article titled *Workplace Basics: Student Preparation and Employer Demand*.

LMCI staff updated and republished our 2009 *Directory of Licensed Occupations* that documents Texas licensure and certification requirements – including new requirements established during the 2009 legislative session. We also updated the *Starting the Conversation* guide for parents by rewriting the sections that cover the new world of work.

The most significant special study conducted during PY2008 was a targeted industry and occupations study for a consolidated group of west Texas workforce Boards, collectively referred to as the Rural Workforce Network. Under this study, data for five LWDA economies was aggregated and detailed analyses and recommendations were developed regarding core industry growth poles, significant occupational opportunities and training priorities. This study was to serve as part of a recommendation to create a single administrative entity to more efficiently administer workforce services.